



CENTRO DI RICERCA  
SAPIENZA DESIGN RESEARCH

**SAPIENZA**  
UNIVERSITÀ DI ROMA

**Lorenzo IMBESI Arch PhD**  
**Architect, PhD, Full Professor**  
**Director, Sapienza Design Research**  
**Chair, PhD in Service Design for Public Sector**  
**President, SID Italian Society of Design**  
**President, Cumulus Association**

Mob.(EU)+39.328.1237158  
e.mail: [lorenzo.imbesi@uniroma1.it](mailto:lorenzo.imbesi@uniroma1.it)  
Skype: lorenzo imbesi

Cumulus International Association of Universities and  
Colleges of Art, Design and Media

General Secretary Eija Salmi

PO Box 31000, 00076  
Aalto Finland

Rome January 3, 2025

To Whom it may concern

I am honored to endorse Reka Matheidesz for the Cumulus Executive Board. With 25 years of experience at the intersection of art, design, academic research, and entrepreneurship, Reka's leadership and expertise will bring significant value to the Cumulus community.

As CEO of Moholy-Nagy University of Art and Design (MOME), Reka has transformed the institution into a leading creative hub in Central and Eastern Europe. Her ability to build partnerships across academia, research institutions, businesses, and the public sector has consistently generated lasting impact. Under her leadership, MOME successfully hosted the 2024 Cumulus Conference "P/REFERENCES OF DESIGN," which drew remarkable international participation and strengthened connections across our global network.

Her achievements have earned notable recognition, including the E&Y Innovative Entrepreneur of the Year award (2009) and inclusion in Forbes' 50 most influential women in Hungary (2023). As a Board member, Reka would bring strategic vision and proven expertise in fostering global collaboration in art and design education.

I confidently endorse Reka Matheidesz, knowing her contributions will significantly benefit the Cumulus community.

If you have any questions or want additional information, please get in touch with me.  
Thank you for considering my endorsement.  
Sincerely,

Prof. Lorenzo Imbesi  
President, Cumulus Association

**Centro Interdipartimentale Sapienza Design Research**  
**Sapienza Università di Roma**  
Via Flaminia 70, 00196 Roma  
T (+39) 06 49919009/19 | [sdr@uniroma1.it](mailto:sdr@uniroma1.it)  
[web.uniroma1.it/sdr](http://web.uniroma1.it/sdr)  
CF 80209930587 PI 0213377502